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TRAVEL PRINTOUT

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U.S. Travel Data Center

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CHANGES IN THE NATIONAL TRAVEL SURVEY ANNOUNCED

At a meeting of travel marketing and research executives, the U.S. Travel Data Center last week unveiled plans to broaden the scope of the National Travel Survey, a monthly telephone survey now entering its fifth year.

Survey subscribers will be entitled to add 18 proprietary questions of their own choosing at any time during the subscription year and to use the existing data base to segment responses.

Stressing the new flexibility of the National Travel Survey, Suzanne Cook, manager of survey research, said, "In addition to reliable trend data, subscribers can ask the consumer closed-ended questions about any aspect of travel at a lower price than anywhere else--and lower than we have ever offered before.

"Subscribers can study their image, advertising effectiveness, brand share, future sales, and a host of other subjects," Cook continued. "Because the survey vehicle is already in place, consumer reactions to any unexpected event (such as the 1979 gas shortage) can be available to the subscriber in only four weeks."

The National Travel Survey's new features are applicable to a wide variety of needs. For example, a subscriber may ask, "Did the traveler use the services of our Brand X on a trip?" and using the base data collected by the survey, learn the age, income, region of origin, purpose of trip, and other demographic and trip characteristics of customers in addition to learning its brand share.

A state or destination may ask, "Has the traveler visited ABC in the past year?" and learn about its visitors by cross tabulating responses with the data in the monthly base survey.

Subscribers can derive forecasts from responses to questions about intentions to use specific travel-related products and services or intentions to participate in specific travel-related activities.

Subscribers will receive 12 monthly reports containing tabulations of the special proprietary questions plus base demographic and trip characteristics data. At the end of 1983, subscribers will receive complete base data collected during the year.

The Data Center is now accepting subscriptions to the 1983 National Travel Survey. Subscribers who enlist before December 1 will receive complete base data collected by the 1982 survey as a

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DUN AND BRADSTREET CHIEF ECONOMIST WILL ADDRESS TRAVEL FORUM

Joe Duncan, corporate economist and chief statistician of Dun and Bradstreet, will forecast the performance of the U.S. economy in the coming year at the 1983 Travel Outlook Forum to be held in Washington, D.C., on December 9, 1982.

Duncan is responsible for Dun and Bradstreet's data base and its use in economic analysis. Before joining the company in 1981, he was chief statistician of the federal government, serving the Office of Management and Budget.

Duncan served on the World Tourism Organization's task force which gathered international data on travel flows and border statistics. He also represented the U.S. on the Statistical Commission of the United Nations for eight years.

For forum program and registration information, contact Ida Simmons, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. 202/293-1040 # #

SEPTEMBER TRAVEL PRICES OUTPACE CONSUMER PRICES

Despite a drop in gasoline prices, the cost of travel in the U.S. as measured by the U.S. Travel Data Center's Travel Price Index (TPI) rose 0.6 percent in September 1982, up slightly from the 0.5 percent increase recorded in August.

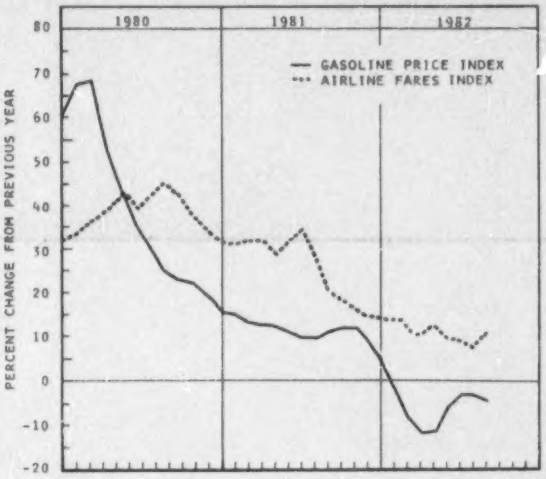
For comparison, the Consumer Price Index (CPI) increased only 0.2 percent on a seasonally unadjusted basis in September.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 345.2 in September (1967=100).

The cost of airline fares jumped 3.0 percent, the largest increase among all TPI components. The cost of incidental purchases followed with an increase of 0.8 percent.

Three TPI components declined from their August levels. Gasoline prices posted the largest decrease, falling 1.1 percent, followed by intercity bus and rail fares.

The TPI has risen 5.6 percent since August 1981, compared to a 5.0 percent increase in the CPI during the same period. # #



AIRLINE FARES INCREASE DESPITE DROP IN GASOLINE PRICES

Monthly and Annual Rates of Change in the Travel Price Index and Components, September, 1982

TPI Component	Monthly Percent Change August, 1982 to September, 1982	Annual Percent Change September, 1981 to September, 1982
Transportation	0.9	2.6
Airline Fares	3.0	9.9
Intercity Bus Fares	-0.4	5.0
Intercity Train Fares	-0.1	11.0
Taxicab Fares	0.0	3.9
Gasoline	-1.1	-4.1
Lodging	0.3	11.3
Food Away From Home	0.4	5.1
Entertainment Services	0.7	7.4
Incidentals	0.8	4.1
TRAVEL PRICE INDEX	0.6	5.6
CONSUMER PRICE INDEX	0.2	5.0

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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STATE TRAVEL OFFICE SURVEY NEARS COMPLETION

The average state travel office budget grew by three percent over last year according to preliminary findings from the Data Center's Survey of State Travel Offices, 1982-83. Based on responses from the 47 states which so far have reported their new budgets, the average tourism development allocation for fiscal year 1982-83 increased to $2,635,000 from $2,553,00.

The survey, expected to be released before the end of the year, will be the tenth annual report on the budget, advertising, promotion, and administration of each state and U.S. territorial tourism development agency.

This year the report has been expanded to include more analytical text which will evaluate and compare budgets highlighting geographic variations in the development of tourism. In addition, the information gathered from the U.S. territories will be treated in a separate section to facilitate more useful comparisons.

The Survey of State Travel Offices 1982-83 will be sent to members of the Data Center and is available to others for $50 from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. Advance orders are accepted. # #

SURVEY CONTINUED FROM PAGE 1

bonus. For a prospectus describing the 1983 National Travel Survey, contact Suzanne Cook, manager of survey research, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. Phone 202/293-1040. # #

AUGUST TRAVEL INCREASES 5 PERCENT

Following declines in June and July, the volume of travel rebounded in August as Americans took five percent more trips than one year ago, reported the Data Center's National Travel Survey.

Business and convention travel continued an upward climb begun in June, and vacation travel increased four percent over the year earlier mark.

According to the monthly telephone survey of over 1,400 adult Americans, the average trip during August was shorter in both distance and duration than last year.

Many Americans are still cautious however, as nearly two percent less than last year are planning a vacation trip during the next six months. The survey reported a substantial increase in the number of vacationers planning to travel by air and a decrease in those planning to use personal motor vehicles. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	August, 1982 visits[1] (thousands)	Change from July, 1982 (percent)	Change from August, 1981 (percent)	1982/81 Year-to date (percent)
New England	2,102.1	2.5%	-11.7%	-9.8%
Eastern Gateway	3,245.0	-21.6	5.3	1.2
G. Washington County	11,364.0	-7.6	-1.2	- .7
The South	9,814.7	-1.8	3.4	-1.1
Great Lakes County	1,071.4	8.8	2.3	2.2
Mountain West	5,430.6	-8.4	-5.3	-3.0
Frontier West**	3,269.6	-57.1**	7.2	28.8
Far West	6,272.5	-2.5	-4.5	*
The Islands	693.5	-2.2	14.0	19.3
TOTAL	43,163.4	-14.2%	-.5%	4.3%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service.
*Less than 0.5 percent. ** Large decline due to special event during previous month.

States comprising the travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	August, 1982	% Change from July, 1982	% Change from August, 1981	Year-to-date % Change 1982/1981
Establishment receipts or retail sales[1]				
Eating and drinking places	$8,743 million	0.5	11.9	8.5
Gasoline service stations	$8,187 million	-0.8	-3.1	-3.4
Commercial lodging demand				
Hotel/motel occupancy rate[2]	69.2 percent	-0.1	-5.2	-4.2
Airline passenger traffic[3]				
Domestic revenue passenger-miles	17.0 billion	1.4	4.9	3.6
International revenue passenger-miles	5.1 billion	4.6	-6.9	-4.0
Bus passenger traffic[4]				
Intercity bus passenger-miles	N/A	N/A	N/A	N/A
Highway traffic volume[5]				
Rural arterial vehicle-miles	41.5 billion	-1.3	2.0	1.6
Rail passenger traffic[6]				
Amtrak passenger-miles	487.3 million	7.0	-9.0	-13.2
Travel Price Index[7]	343.2	0.5	5.2	5.8
U.S. resident travel[8]				
Total person-trips	145.9 million	13.8	5.0	-6.6
Vacation person-trips	106.5 million	26.9	3.6	-9.6
Public use of National Parks[9]				
Visits	46,498,400	-7.7	4.6	3.1
Overnight stays	3,328,800	-0.7	-2.7	0.9
Foreign arrivals in U.S.[10]				
From overseas	1,137,749	-1.8	-7.5	-5.0
From Canada	1,441,313	8.0	-7.6	-5.9
U.S. citizen departures[10]				
To overseas	827,291	-18.5	2.8	4.3
To Canada	2,216,096	-3.2	-5.6	-4.9
Domestic demand for motor gasoline[11]				
Barrels per day	6,856 thousand	3.4	3.3	-0.6

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [4]All carriers regular route and charter service. Source: American Bus Association. [5]Source: Federal Highway Administration. [6]Source: National Railroad Passenger Corporation (Amtrak). [7]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [8]Source: U.S. Travel Data Center. [9]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [10]Source: U.S. Travel and Tourism Administration and Nettelton Travel Research Center. [11]Preliminary; Source: U.S. Department of Energy.

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